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ABSTRACT

This report presents 213 tables detailing findings regarding types and costs of advertising within marketing programs at 68 colleges and universities. Highlights of this report include the following: these colleges print a mean number of 19,270 viewbooks and 16,380 catalogs; and advertise in newspapers (86.6 percent), in magazines (45.4 percent), on outdoor signs and billboards (47 percent), through cardpacks (7.1 percent), and by direct mail (71 percent). Mean cost of printing viewbooks was $23,060; mean costs for printing catalogs was $21,830; mean spending for newspaper advertising was $22,300 and for magazine advertising was $7,080; and mean cost of direct mail promotional materials was $23,950. The tables are grouped in chapters which present data on: (1) characteristics of the sample; (2) viewbooks; (3) catalogs; (4) newspaper advertising; (5) magazine advertising; (6) outdoor signs and billboards; (7) cardpacks; and (8) direct mail. An appendix lists other reports available from the Primary Research Group. (DB)

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